

CASE STUDY

COMMUNITY ENTERPRISE

Xcel Project Carmarthenshire, West Wales



acquisition and refurbishment of the redundant former cheese packing plant in Carmarthenshire.

Details:

The Xcel project involved converting the building into a multi-purpose community facility including

The Towy Community Church have transformed a huge 2.7 acre site into a thriving social enterprise serving the Carmarthen community in a multitude of ways. The project team acquired a disused St Ivel cheese packing factory in Carmarthen as an asset transfer and has transformed it into a thriving social enterprise.

Opening in 2013, the bowling alley not only provides the majority of the group's income, it has fast become a social hub for all sections of the community. It has a family friendly atmosphere with a cafe offering great quality food. Offering a soft play area and discounts aimed at all sections of the community, it caters to all.

They received almost £800k from the Big Lottery Community Asset Transfer Programme to fund the

- a state of the art ten pin bowling alley
- soft play centre
- cafe
- food bank
- furniture recycling facility
- community shop on site



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Trawsnewid Cymunedol **PROSIECT XCEL PROJECT** Transforming Community

Mae Prosiect Xcel yn fenter gymunedol a sefydlwyd gan Eglwys Gymunedol Tywi fel ffordd o ddod â buddsoddiad, swyddi a gwasanaethau i Sir Gaerfyrddin.

Mae Bowlio Xcel wedi creu dros 20 o swyddi ac mae'r holl elw yn cael ei ddefnyddio i ariannu amrywiol brosiectau cymunedol ar y safle. Mae'r prosiectau'n cynnwys darparu bwyd brys i'r rheiny sydd mewn argyfwng ariannol drwy ein BancBwyd ac agor canolfan celfi wedi'u hailgylchu i bobl ar incwm isel neu bobl â sefyllfaoedd personol anodd.

Roedd y safle ei hun yn fflatri laeth gynt a gafodd ei drawsnewid mewn dwy flynedd gyda chymorth contractwyr lleol a llawer o wirfoddolwyr i greu atyniad pob-tywydd i bobl Sir Gaerfyrddin ei feynhau a'i roi yn ôl i'r cymuned.

The Xcel Project is a community venture founded by Towy Community Church as a way of bringing investment, jobs and services to Carmarthenshire.

Xcel Bowl has created over 20 jobs and all profits are used to fund various community projects on site. Projects include providing emergency food supplies for those in financial crisis through our FoodBank and opening a recycled furniture centre for people on low income or in difficult personal situations.

The site itself was formerly a disused dairy factory which, through the help of local contractors and many volunteers, took two years to transform into an all-weather attraction for the local people of Carmarthenshire to enjoy and give back to their community.

BDP Sir Gâr
Menter Bro Dinefwr
Menter Ddarbenig Sir Gâr
Menter Bro Dinefwr
Cymdeithas Ymddiriedolaethau Datblygu Cymru
Ynnwylth Cymru Welsh Government

The organisation spent a considerable amount of time consulting with the local community to ensure they ended up with an offering that would meet expectations, as well as attracting a customer base ready for their opening.

The project has;

- Created over 40 jobs
- Attracted over 100 volunteers
- Supported over 8000 people locally
- A turnover of £1 million

Lessons Learned:

- Build a good team
- If you don't know ask
- Appreciate everyone

The next phase of the development is a state of the art conference centre.

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